

# JAMES FOX

## Digital Creative & Social Media Strategist

☎ +961 3 15 35 22

✉ ejamesfox@gmail.com

🇬🇧 British Nationality

📍 Beirut, Lebanon

🌐 [linkedin.com/in/jamesfox92](https://www.linkedin.com/in/jamesfox92)

## ABOUT ME

A highly skilled social media native that puts the customer first, I connect brands to people using a combination of innovative digital solutions and cunning creative. I have a stellar record of executing campaigns informed by insightful marketing trends and consumer behaviour for local and international brands, from start-ups to Fortune 500 companies.

## SKILLS

Digital Marketing Strategy

Social Media Management

Media Planning & Ideation

Marketing Management & Planning

Data Analysis & Consumer Insights

Client Retention & Satisfaction

Creative Content Creation

Brand Management & Growth

Team Leadership & Training

## EXPERIENCE

### Impact BBDO

📍 Beirut, Lebanon

#### Senior Digital Creative Strategist

📅 July 2019 - Present

Heading up the Digital Strategy team, and championing the complete creative process from strategy and ideation through to execution and publication.

- Lead the end-to-end operations related to content creation, social media management, website development, digital marketing, social media strategy and media planning.
- Earned a quick promotion to Senior, winning more projects, campaigns and clients.
- Set up the digital department, leading and training the team.
- Completed training with Facebook Blueprint, Google content, Shazam, Snapchat and Anghami.
- Voice-over talent for pitches, case studies, brand content, etc.

#### Digital Creative Strategist

📅 April 2017 - July 2019

Day-to-day responsibilities revolved around steering profitability and driving engagement through digital, social, and mobile content strategies and campaigns for local and regional clients.

- Executed a test drive campaign for Audi, developing a lead generation and marketing strategy as well as testing and running profitable paid social ads with a budget of just \$5K. This led to the sale of a luxury vehicle worth around \$65K.
- Promoted to become the agency's first Digital Creative Strategist.

#### Social Media Executive

📅 August 2015 - April 2017

- Headed full-scope management of +27 social media accounts for the whole portfolio of Bacardi Group Ltd. in the MENA region.
- Researched and analysed social media trends, including social media ad revenue and web visitor data, to improve social media presence, customer satisfaction and campaign efficacy.

## EDUCATION

Postgraduate Diploma in Digital Marketing  
**Digital Marketing Institute**

📅 2020

📍 UK (online course)

Double BA in Sociology & Anthropology and Media Communication

**American University of Beirut**

📅 2014

📍 Beirut, Lebanon

Scholarship Exchange Program: Journalism, Multimedia and World Politics

**Danish School of Media and Journalism**

📅 2013

📍 Aarhus, Denmark

## AWARDS

### ★ D&AD Awards 2020

Wood Pencil Winner in PR / Reactive Response

### ★ Loeries 2020

Gold Winner in Print Communication

Bronze Winner in Digital Communication: Social Media

### ★ Cannes Lions 2019

Grand Prix Winner in Print & Publishing

### ★ Clio Awards 2019

Silver Winner in Print & PR Communication

### ★ Ad Stars 2019

Media Grand Prix Winner

PR Grand Prix Winner

Social & Influencer Grand Prix Winner

## Eastline Digital

📍 Mansourieh, Lebanon

### Social Media Executive

📅 June 2014 - August 2015

- Joining as an intern, I was quickly snapped up by the team and offered a permanent role.
- Participated in handling social content calendars for various accounts.
- Built and established personal skills by managing and moderating the social media accounts of 7 clients as well as creating the brands' weekly content calendars and monthly reports.

## FREELANCE & INTERNSHIPS

- SHELТ Cybersecurity
- VMar Jewelry
- Eweev web agency
- Keys'n Cords Music Academy
- T3 Magazine Middle East
- SABIS® Educational Services

## LANGUAGES

**English** > Mother Tongue

**Arabic** > Working Proficiency

✍ References available upon request.

## CLIENTS & INDUSTRIES

👤 PepsiCo, Audi, Opel, Pernod Ricard, Bacardi Ltd, Inditex, Allianz, Bledina, Annahar, Al Wadi Al Akhdar, Africell telco, KFC, Burger King, La Cave de Joël Robuchon sommelier

🎧 Automotive, banking, F&B, FMCG, fintech, insurance, healthcare, retail, and non-profit / political / social organisations

## TOOLS

All social platforms and social listening tools, as well as Adobe Creative Suite, Google Marketing Tools, Microsoft Office, WordPress, Elementor, Squarespace, AWeber, Calendly, MailChimp, Clickfunnels, etc.